

**GOVERNMENT OF THE DISTRICT OF COLUMBIA  
POSITION VACANCY ANNOUNCEMENT**

**D.C. LOTTERY AND CHARITABLE GAMES CONTROL BOARD  
HUMAN RESOURCES DEPARTMENT**

ANNOUNCEMENT NO: DCLB 2003-10

POSITION: Marketing Web Project Manager  
DS-301-12

OPENING DATE: 06/30/03

CLOSING DATE: Open Until Filled

IF 'OPEN UNTIL FILLED, " **FIRST**  
SCREENING DATE: **07/25/03**

SALARY RANGE: \$45,629 - \$58,770 pa

TOUR OF DUTY: 8:15 a.m. - 4:45 p.m.  
Monday thru Friday

WORKSITE: 2101 M.L.K. Jr. Ave., S.E.  
Washington, D.C. 20020

AREA OF CONSIDERATION: Unlimited

PROMOTION POTENTIAL: None

NO. OF VACANCIES: One

DEPT: Marketing Department

DURATION OF APPOINTMENT: [ ] EXCEPTED SERVICE [ ] TERM (13 Months to 4 Years), NOT TO EXCEED \_\_\_\_\_ [ ] TEMPORARY (UP to 1 year), Not to Exceed \_\_\_\_\_ months [X] OCFO Position\* [ ] MANAGEMENT SUPERVISORY SERVICE

This position IS NOT in a collective bargaining unit. \* Employee serves at the pleasure of the CFO of the District of Columbia. This appointment is neither a Career, Executive, or Excepted Service Appointment, pursuant to the Comprehensive Merit Personnel Act (CMPA).

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**CRIMINAL BACKGROUND INVESTIGATION WILL BE CONDUCTED**

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**"RESIDENCY PREFERENCE AMENDMENT ACT OF 1988:** An applicant for a position in the Career Service or for an attorney position (DS- 905) in the Excepted Service who is a bona fide resident of the District of Columbia AT THE TIME OF APPLICATION, may claim a hiring preference over a non-resident application by completing the "Residency Preference for Employment" form DC 2000RP, and submitting it with the employment application, DC 2000. To be granted preference, an applicant must: (1) be qualified for the position; and (2) submit a claim form at the time of application. Except for employees entitled by law to preference, preference will not be granted unless the claim is made at the time of application."

**BRIEF DESCRIPTION OF DUTIES:** The incumbent supports the overall marketing efforts of the agency including attending events, staffing promotional events, and coordinating marketing outreach. Creates, sustains, coordinates, and distributes all marketing collateral material. Serves as a liaison to trade publications, and supports trade show programming. Prepares and delivers oral presentations, written reports, and formal and informal training seminars to colleagues. Incumbent works with agency clients to further the development, design, structure, interface, and process standards of the agency Web portal. Works to coordinate online user interface processes and delivery of online content from across the agency, establishing and enforcing consistency throughout. Serves as the project manager for the translation of agency needs and goals to a web interface. Conceptualizes pages to communicate and promote agency products and services to the general public, and encourages online registration for featured information and functionality. Meets with internal and external consultants and customers to discuss their needs and refine production requirements. Serves as a consultant to team members and customers for future development projects. Develops and implements marketing communications strategies and tactics for the agency. Ensures that all messaging is on strategy, within budget, and is properly translated to the Web portal. Manages the strategic use of press releases, customer case history articles, graphics, applications, notes, and industry news. Develops and updates content for email newsletters, email campaigns, the Internet, and in-store promotions. Serves as the central program manager of the Web portal for the agency to ensure quality control, content enhancements, strategic coordination, and the electronic image of the agency. Troubleshoots technical problems with the Web using internal and external resources.

**QUALIFICATION REQUIREMENTS:** One year of specialized experience which is in or directly related to the line of work of the position to be filled and which equips the applicant with the particular knowledge, skills, and abilities to successfully perform the duties of the position. Experience must be at least equivalent to the next lower grade level.

**SELECTIVE PLACEMENT FACTOR(S):** Must possess a BS/BA degree in Marketing, Communications, English, Journalism, Computer Graphics or related field along with a Webmaster certificate. A minimum of 3-4 years of work experience in an online marketing environment.

**D.C. Lottery and Charitable Games Control Board, Human Resources Department    AN EQUAL OPPORTUNITY EMPLOYER**

## SUBMISSION OF RANKING FACTORS

The following ranking factors will be used in the evaluation process. All applicants **MUST** respond to the ranking factors **ON A SEPARATE SHEET OF PAPER**. Please describe specific incidents of sustained achievements from your experience that show evidence of the level at which you meet the ranking factors that have been determined to be of importance for the position for which you are applying. You may refer to any experience, education, training, awards, outside activities, etc., that indicate the degree to which you possess the job-related knowledge, skills, and abilities described in the ranking factors. The information given in response to the ranking factor should be complete and accurate to the best of your knowledge. **FAILURE TO RESPOND TO ALL RANKING FACTORS MAY ELIMINATE YOU FROM CONSIDERATION.**

1. Ability to address technical issues of Web production including communications, weblogs, links, tags, and files.
2. Thorough knowledge of graphics, software, and web architecture and infrastructure requirements, including Flash, Quark, Page Maker, Adobe Acrobat, Photoshop, Dreamweaver, Fireworks, Filemaker Pro, Framemaker and Front page.
3. Knowledge of XML, Java Script, SQL, Vignette Story server, PERL, PHP, Solaris, server technology and database architecture.
4. Strong oral and written communication skills.
5. Ability to handle multiple projects and deadlines.

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APPLICATIONS SUBMITTED FOR CONSIDERATION WILL NOT BE RETURNED TO APPLICANTS, EXCEPT THAT APPLICATIONS RECEIVED OUTSIDE THE AREA OF CONSIDERATION OR AFTER THE CLOSING DATE WILL BE RETURNED WITHOUT ACTION.

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**HOW TO APPLY:**

ALL APPLICANTS, INCLUDING DEPARTMENTAL EMPLOYEES AND OTHER D.C. GOVERNMENT EMPLOYEES, MUST SUBMIT THE DISTRICT OF COLUMBIA GOVERNMENT EMPLOYMENT APPLICATION, DC 2000, ALONG WITH RESUME.

**WHERE TO APPLY:**

D.C. LOTTERY AND CHARITABLE GAMES CONTROL BOARD  
HUMAN RESOURCES DEPARTMENT  
2101 MARTIN LUTHER KING JR. AVENUE, S.E.  
5TH FLOOR  
WASHINGTON, D.C. 20020

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AN EQUAL OPPORTUNITY EMPLOYER – IN ACCORDANCE WITH THE D.C. HUMAN RIGHTS ACT OF 1977, AS AMENDED, D.C. CODE SECTION 1-2501 ET SEQ., (“THE ACT”) THE DISTRICT OF COLUMBIA DOES NOT DISCRIMINATE ON THE BASIS OF ACTUAL OR PERCEIVED: RACE, COLOR, RELIGION, NATIONAL ORIGIN, SEX, AGE, MARITAL STATUS, PERSONAL APPEARANCE, SEXUAL ORIENTATION, FAMILIAL STATUS, FAMILY RESPONSIBILITIES, MATRICULATION, POLITICAL AFFILIATION, DISABILITY, SOURCE OF INCOME OR PLACE OF RESIDENCE OR BUSINESS. DISCRIMINATION IN VIOLATION OF THE ACT WILL NOT BE TOLERATED. VIOLATORS WILL BE SUBJECT TO DISCIPLINARY ACTION.

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REEMPLOYED ANNUITANTS: D.C. Law 10-172, effective September 2, 1994 (D.C. Code 1-612.3, 1996 supplemental), “The Comprehensive Merit Personnel Act Reemployed Annuitant Act of 1994”, provides that “ Any employee who is an annuitant under the Civil Service Retirement System who was first hired by the District of Columbia government after September 30, 1987, shall not be subject to annuity offset for any period of employment effective with the pay period which began on October 2, 1994”.

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**OFFICIAL JOB OFFERS ARE MADE ONLY BY THE HUMAN RESOURCES DEPARTMENT**